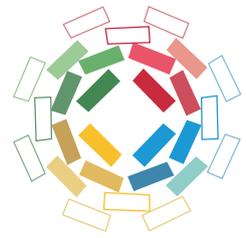


# *Feeding*

the future



Italian Youth Forum  
**PARMA2021**  
Associazione Italiana Giovani per l'UNESCO

a

# *School*

for all

new deal of  
*Culture*

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# Why ecological transition and generational issue belong together

**Antonio Libonati**

Former President of the Italian Youth  
Association for UNESCO

The ecological transition will be a long-lasting process, with everyone involved, without exception. It will be a testing ground for the open masses and for those left aside such as the younger generations. As of today, the under-35 generation has already witnessed three of the greatest world crises in history and their disastrous impact on everyone's life: the terrorist attacks of 2001, the economic recession of 2009 and the pandemic crises of 2020. A cycle of world-wide historical events, which undermined all efforts to give the younger generations a perspective for the future. In addition to all this there is also the great demand linked to global warming and climate change and the future of earth.

Every single aspect is linked and connected. Environmental, social and generational inequalities intertwine and nourish one other. A Country with a high degree of environmental sustainability should allow for high educational standards and should undertake effective social policies that benefit the younger generation. The United Nations 2030 Agenda for Sustainable Development recognises that the path towards sustainability and ecological transition passes through a new economic framework, which involves all aspects of our lives. Education, nutrition, agriculture, industrial production, health care, justice, employment, transportation services and the environment are all pieces of the same "sustainability" puzzle, fitting together to complete an image of ecological transition.

Our generation has the duty to create a consistent approach and a plan of action, to make our voices heard and shape a vision for a sustainable future. The younger generations are the pioneers of change. From this assumption we developed the idea of our "Next Generation You" manifesto.

We find ourselves at a crossroad: one way leads to the preservation of power of those who do not surrender to the renouncing of an economic, social and cultural model that preys on the environment and foments social conflict; and the other way, leads us instead to a new model of progress, in which well-being, welfare and prosperity are consolidated while respecting human rights and the planet. .

A famous French movie from the 1990s would quote: **«Heard about the guy who fell off a skyscraper? On his way down past each floor, he kept saying to reassure himself. So far so good... so far so good... so far so good. How you fall doesn't matter. It's how you land!»**. Looking at the damaging consequences that climate change brings upon us, today we are that guy. But landing will clear only few of us. It is time for us to acknowledge all of this and take action. This is it!

Our Manifesto represents a point of departure, not a point of arrival. It is with all my heart and affection, after five years of dedication and common commitment, that I leave the presidency of this Association, offering some of my most personal ideas and insights.

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## **12 modest proposals to the readers' disposal**

Creating a score of Co2 emission" to verify the impact of Italian citizens consumption habits on climate changes;

Advertising ban on fossil fuels and keeping advertising of other emissive products under control, by indicating the Co2 impact on the outside world;

Strengthening the power of city mayors to protect people's right to health against air pollution;

Lower Co2 emission in greater city areas;

Ban on the sale of most polluting vehicles by 2030;

Flight ban over routes lasting less than 2h30m, when a more sustainable alternative exists;

Mandatory Co2 compensations for all flights and subsequent 100% refund of those compensations from all flying companies;

Halving consumption rate of natural soil;

Giving vegetarian options in every school canteen;

50% of meals made up of sustainable products or under quality mark in the whole foodservice sector (included 20% of biological products);

A "Bill of Welfare" addressed to future generations;

Free-entry into public cultural sites for young people under-35.

## Preface

We, the members The Italian Youth Association for UNESCO, gathered in virtual mode in Parma, UNESCO Creative City of Gastronomy and Italian Capital of Culture 2020+21, on the occasion of the third Italian Youth Forum are;

**Aware** of the impact that the pandemic crisis has had and is having on our generation, education and culture;

**Convinced** of the need to create a new framework of progress, bound to ecological transition, seeking sustainable development as its cornerstone and totally different from the one existing before the covid-19 pandemic;

**Engaged** in ongoing internal and external confrontations with other realities and personalities, who share our vision of an economic, social and cultural model in which human well-being does not contrast with that of the planet and to accelerate the ecological transition towards a cleaner, more resilient, fairer and more cohesive, carbon-neutral society;

**We introduce** our proposals, collected in this Manifesto, and make them available to decision-makers, public opinion, the media and, above all, our peer followers. These proposals, inspired by the United Nations 2030 Agenda, could represent a basis for a change in the current development framework and a commitment to climate-neutrality by 2050.

## Why a Manifesto?

AIGU's goal is to connect ideas between institutions, companies and experts, in order to arrive at concrete solutions, which encompass all the possibilities and future prospects for the younger generations. The proposals of the **"Next Generation You" Manifesto**, in line with the SDGs of the 2030 Agenda, will be brought to the attention of the Italian government as a **contribution to the National Recovery and Resilience Plan (PNRR)**. Through this initiative, the Association intends to strengthen its role as a key intermediary and point of reference in the vast context of cultural and youth policies.

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# Manifesto



# Roundtables of the Manifesto

From January to March 2021, members of AIGU met altogether to discuss the following topics:

**Feeding the future**

**A school for all**

**New deal of culture**

**My city**

Each topic had its foundation on a roundtable, composed of both internal AIGU associates and external experts. The purpose of this project was drafting a list of proposals, which ended up into the creation of our Manifesto: Next Generation You. A message, a charter of intents, to be submitted to the Italian Government and a commitment that we pledge to comply. Each roundtable was organised as follows:

## **I° round**

- Introduction - AIGU coordinators introduce the roundtable
- Working part - brainstorming
- Conclusion - introduction to the second meeting

## **II° round**

- External experts tell their stories and experiences on the issue
- Constructive debate between AIGU and the experts
- Q&A

## **III° round**

- Final brainstorming
- Sketching the Manifesto, ready to be presented at the Italian Youth Forum

## **IV° round**

- Drafting the final version of the Manifesto, which includes all the insights that came out during the Italian Youth Forum, on March 27, 2021

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## AIGU coordinators and external experts

Roundtables as well as the experts interventions were directed by one or more AIGU coordinators.

Here is a list of AIGU coordinating members and the experts for each table:

### Feeding the future

#### AIGU Coordinators

Jean-Marc Louvin, Alessia Montacchini, Giacomo Pieretti

#### External experts

Francesco Anastasi | Slow Food Giovani Italia

Germana Fratello | Campi Aperti

Maurizio Mariani | Eating City

### A School for All

#### AIGU Coordinators

Josè Stancarone, Federica La Volla

#### External experts

Alessia Romeo | Programme Lead "Apprendimenti e Inclusione Scolastica"  
Save the Children Italia

Sonia Cannas | Teacher, Musicist, Activist for Obiettivo Scuola

Antonio Giampietro | Teacher and Activist at Unione Italiana dei Ciechi e degli Ipovedenti

### New Deal of Culture

#### AIGU Coordinators

Ginevra Gadioli, Melissa Macaluso, Noemi Nicolini, Eugenio Salamone,  
Carlo Emilio Tortarolo

#### External experts

Le sorelle Caricasole | project #poivorrei

Giuseppe Giaccon | Vice-president Associazione Giochi Antichi, Associazione organizzatrice del festival Tocati, Festival internazionale dei giochi in Strada. Enlisted into the UNESCO The Register of Good Safeguarding Practices.

Daniela Cattaneo Diaz | Creator of events and urban festivals, she has committed her work to change the face of Italian cities by creating new cultural formats.

### My City

#### AIGU Coordinators

Andrea Croci, Chiara Ficarra, Maria Costantina Mormando, Elisa Nitti,  
Raffaella Zanotti

#### External experts

Vittorio Salmoni | Coordinator UNESCO Italian Creative Cities

Sergio Fortini | Founder Città della Cultura

Andrea Bartoli | Farm Cultural Park di Favara (AG)

Giorgio Franco | Badia Lost & Found di Lentini (SR)

Enzo Di Natale | Borgo Universo di Aielli (AQ)

Stefano Luconi | Fondazione Iris Ceramica Group

# Manifesto in a nutshell

## **Feeding the Future**

### **Food citizenship**

from consumers to co-producers

### **Communication and digital disclosure**

informing and spreading of good food and agricultural practices

### **New alliances for nutrition**

partnerships, programs and awareness events

### **Fellowships for neo-graduates**

favouring links between graduate students and agricultural businesses

### **Introducing food education into schools**

food and civic education to raise awareness among students

### **Universal agricultural civil service**

allowing professional experiences in the agriculture sector

### **Nutrition in schools**

new policies for school canteens and collaborative botanic gardens

## **A School for All**

### **Universal scholarship**

€20.000,00 for over-18 to access education

### **Global citizenship education**

students as world dwellers – active and responsible

### **Social empathy inside and outside the school**

psychological support in education

### **Theory and practice**

problem solving class where students can learn how to deal with reality accountably

### **Teachers training**

establishing a solid training background to promote inclusiveness

### **Hiring of teachers**

smooth planning of recruiting exams every two years

## **New Deal of culture**

### **RestART**

an increasingly active community to preserve world heritage

### **Culture as welfare // let's culture up**

culture as driver of welfare and vitality

### **Culture is not a hobby**

recruiting young cultural professionals

### **Memories of memory**

educating to digitalisation of heritage

### **Smooth Culture. From distant realities to connected spaces**

joint offices, roundtables, and residencies for culture

### **Digital accomplishment**

creating a new policy to manage digitalisation and its social impacts

## **My city**

### **Culture-led regeneration**

arts and culture as tools to reactivate accessibility and vitality of local areas

### **Shared database**

regeneration and digitalisation in contemporary urban realities

### **Liveability of our cities**

gradually planning smart development of urban and suburban areas

### **Supporting active citizenship**

installing knowledge in the regenerative process – joint governance between the main peers

### **Associations**

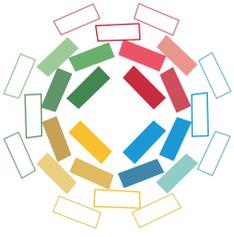
peer-to-peer synergy and collaborations both on a local and national scale.

### **Essential strategies**

rapid and shared sets of action to reach full sustainability

### **EDUcare alla rigenerazione**

educating young students to civilisation and making them main characters of the process of transformation of their own city and territory



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# *Feeding* the future



**keywords**

food citizenship;  
agricultural civil service;  
minimum food criteria;  
food as a commons good;  
collaborative digital map;  
food sovereignty;  
awareness;  
EDU food;  
food education;  
cooperation;  
community;  
agro-ecology;  
agri-food heritage.

# *Feeding* the future

The well-being of our planet and people around the world depends on our food choices. Food is health, culture, environment, and conviviality. It is widely known that our current global food system is simply not sustainable from an environmental point of view and from a social, health, and economic perspective. Therefore, it is now necessary to imagine a new transition towards alternative, more local, healthier, culturally rich, and environmentally friendly food systems, respectful of the natural biodiversity and gastronomic heritage. This transition entails rediscovering the quality and values of food and highlighting the link between food and the inclusive communities behind it. Food is a commons; we all have the right to enjoy it and the duty to take care of it.

Therefore, AIGU members, conscious of their role in the food system:

**Food citizenship**

are committed to becoming the **food citizens** of tomorrow, promoting the transition from consumers to co-producers, and being aware of the ecological, social, and economic impact on our food choices. Food citizenship is the basis of **food sovereignty**. That is the **re-appropriation** of the food system by the communities – from production to consumption – rediscovering their own responsibility for building a more inclusive, democratic, ecologically sustainable, and economically fair system of food relations. This path does not require a simple modification of our food choices but rather a **collaborative systemic transition** led by the community as a whole.



As a youth association, AIGU is committed to:

### Digital communication and dissemination

give local and national actors visibility, working to improve our agri-food heritage and promote alternative food systems. Hence, AIGU is offering to integrate its web platform with a **collaborative digital section** to exchange and share among its members and partners articles, reports, and initiatives on food-related matters. Meanwhile, we aim at developing an **interactive map** that can be easily consulted to find out about good food practices in our territory, both on a regional and a national level.

### New alliances for food

promote a collaborative network to create healthier, sustainable, culturally rich, and inclusive local food systems. For this reason, AIGU aims to **consolidate new alliances and partnerships** with youth associations, both local and national. The main objective is to create new concrete projects to safeguard the agri-food heritage, rediscover the value of **food as a commons**, and promote and celebrate the national **Food Citizenship Day**.

### Grants for new graduates

support younger generations, eager to get back in touch with the land, rediscover and enhance our country's agri-food heritage, and learn more about food issues. For this reason, AIGU is committed to identifying strategic partners able to offer adequate and multidisciplinary training in the sector. In addition, it plans to **set up a funding program** – in the form of grants or refunds – to support those young graduates who are willing to undertake educational and cultural experiences, to develop their **knowledge and skills in the agri-ecological sector**.

AIGU urges the Public Authorities to:

### Food education in schools

ensure a solid and valid food education to young generations, enabling them to become the food citizens of tomorrow. Therefore, alongside AIGU's commitment to set up a program to raise awareness on food issues among youths (EDU Food), we ask for **food education to be included in the Ministry of Education and Research (MIUR) agenda compulsory learning course**. Specifically, we request to have multidisciplinary lessons and practical activities within civic education courses in schools to rediscover and acknowledge the importance of food and its multiple values.



### **Universal Civil Agricultural Service**

strengthen the beneficial link between young people and agriculture by rethinking the **Universal Civil Agricultural Service**. We, therefore, propose to expand the areas of intervention of the current Universal Civil Service program to the agricultural sector as well. By promoting projects in plain and hill areas, **Italy's agri-food heritage** can be enhanced and recovered. Also, spurring **food citizenship** initiatives will allow young professionals to rediscover **food values** (nutritional, environmental, social, etc.). These skills must be recognised by certifying organisations, ensuring uniform recognition in all regions, granting professional development and personal growth.

### **Nutrition in the school context**

ensure healthy, nutritious, culturally appropriate, and environmentally sustainable food in schools. Therefore, AIGU calls for an **effective application of the Minimum Environmental Criteria in call for tenders for school canteens**, supported by adequate training for public officials and ensured by a transparent monitoring system. At the same time, AIGU calls for the introduction in each primary and secondary school of one or more collaborative gardens so that students can rediscover food and its value.



# HOW/WHY

## **Food education in schools**

Integrating Axis 2 on “Sustainable Development” of the *Guidelines for teaching of civic education* (Ministerial Decree n. 35 of June 22, 2020), dedicating a required number of hours (20% minimum) to teaching of food education. This teaching must be practical (e.g., school gardens) and multidisciplinary. Finally, it will be necessary to set up training sessions for the school personnel responsible for teaching civic education.

## **Universal Civil Agricultural Service**

The project areas of sector F) “Agriculture in mountain areas, social agriculture and biodiversity” (Art. 3 DGLS 6 March 2017, n. 40) included in the current Universal Civil Service must be strengthened and expanded. Registers of certifying bodies should be established to recognise the competencies acquired through the UCS experience. They should also be submitted to the Ministry of Labor and Social Policies and inserted in the Atlas of Competencies (INAPP).



## Coordinators

Jean-Marc Louvin | Regional Coordinator AIGU Valle d'Aosta  
Alessia Montacchini | Associate member AIGU Emilia-Romagna  
Giacomo Pieretti | Associate member AIGU Veneto

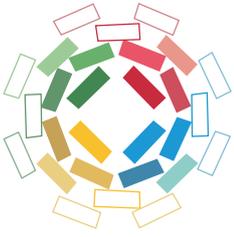
## AIGU members

Stefania Melandri | Treasurer  
Antonio Castano | AIGU Supervisory Board  
Francesca Pastorino | Regional Coordinator AIGU Piemonte  
Gianfranco Sanna | AIGU Fundraising Coordinator  
Nelli Lungu | Associate member AIGU Abruzzo  
Eugenio Salamone | Associate member AIGU Emilia-Romagna  
Alberta Valiante | Associate member AIGU Emilia-Romagna  
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Emma Gheza | Associate member AIGU Lombardia  
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Antonello Palasciano | Associate member AIGU Puglia  
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Giuliana Di Bari | Associate member AIGU Toscana  
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Andrea Montesperelli | Associate member AIGU Umbria  
Caterina Pizzato | Associate member AIGU Valle d'Aosta  
Josiane Martinet | Associate member AIGU Valle d'Aosta  
Veronica Presotto | Associate member AIGU Veneto

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Germana Fratello | Campi Aperti  
Maurizio Mariani | Eating City

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**keywords**

recreation  
educating community  
empathy  
lifelong learning  
transversality  
cognitive style  
emotion education  
school 2030  
rights education  
active participation

# a *School* for all

The Italian school system has been suffering from an economic crisis since 2008 and now for the current pandemic. We have decided to boost it through “EDU”, our educational programme that enables students from all over Italy to learn about the 2030 Agenda, as aware and active citizens.

We believe school is the only way to guarantee equal possibilities, despite social and economic differences. Our vision is to make education as inclusive as possible, leaving no one behind. We want every single girl and boy to acquire all the necessary tools for a lifelong learning.

## **Universal scholarship to access education**

**We propose the granting of a universal scholarship of twenty thousand euro for all new adults**, in order to give people the opportunity to benefit from quality education, regardless of the place and family of origin. **Such a grant is conceived to be assigned along a multi-year period, to finance costs, such as University enrolment, books, language and professional courses, tutoring for disabled, SEN, SpLD students, and any other learning opportunity the government would consider as fundamental.** The proposal is inspired by the concept of a “universal legacy”, launched at the Forum of Inequalities and Diversity. It involves a total cost of 12 billion euro a year.



## Global citizenship education

We believe that it is essential to develop educational programmes grounded not only on knowledge, but also on skills and competences achieved through experience at school. Therefore, **we recommend the introduction of a Global Citizenship Education (without evaluation), to be entrusted to teachers and to the competence of third sector organizations and youth associations. These players will then train students on topics such as Agenda 2030, UN Convention on the Rights of the Child (CRC), migration, and intercultural education.**

## Empathic experiences inside and outside school

In order to develop greater empathy, self-awareness, and a harmonious and collaborative atmosphere, **we require the figure of the “psychologist” to be inserted in each school, for students, families and teachers. The purpose is to deal with different topics, including diversity, sexuality, emotion management, bullying, digital education and gender issues, through individual and/or group meetings.** Furthermore, **we require good career tutors for students during their entire path**, to suitably raise awareness of their ambitions and abilities.

## Enhancing Learning by Integrating Theory and Practice

With regard to students' logical and critical thinking, we propose to enhance the study of classical languages in high schools and **include philosophy in technical and professional institutes.** Additionally, **we suggest integrating more practice even for theoretical school subjects**, so that students learn to face real problems through participatory and interactive approaches, improving their creativity and problem solving skills.

## Enhancing Teacher Training through Lifelong Learning

Teachers are asked to face new and challenging educational needs, for instance adopting inclusive teaching, recognising diversity, and giving each student the opportunity to express themselves according to their own cognitive styles. **In this connection, we suggest extended attention to special pedagogy in the teacher training. Similarly, we require a permanent and compulsory training on topics mentioned in point 2, provided by reliable third sectors organisations. We finally recommend framing the first teaching year as an opportunity to train and evaluate teachers, combining teaching and co-teaching experience on the model of “Rights at school” in Puglia and “Iscol @” in Sardinia.**



### **Teacher recruitment**

Data are undeniable: Italy shows an unbalanced distribution of teachers between subjects and/or geographic areas, and a rising aging of teachers (over 50% of teachers will retire in the next 15 years and only 6.4% of teachers are less than 35 years old). Consequently, **we ask for an effective and regular planning of recruitment every two years. This would allow greater quality, continuity and stability of the entire national education system.**



# HOW/WHY

## **Universal scholarship**

The abuse of the word “merit” within the public debate twists reality, because there is no believable meritocracy without any relevant “opportunities”. In this connection, we propose the universal scholarship: every new adult will have an account on a public platform, where they can manage the granted scholarship over a multi-year period. Through the account, young people will be able to finance also secondary expenses: those purely educational, such as renting, Erasmus and sport activities.

## **Global Citizenship Education**

Global Citizenship Education (GCED), recognized by UNESCO, is the result of twenty years of educational research and experience in the field pursued by several organisations, which brought to the drafting of the “Italian strategy for GCED” in 2018. In order to enhance what has been done so far, by strengthening and integrating the so called “civic education” at school, it is a priority to implement a revision of the curricula, properly train teachers and develop educational programmes with a “transversal” and “experiential” approach in close cooperation with third sector organisations.



## Coordinators

Jose Stancarone | Advisory member, former AIGU South Area Coordinator

Federica La Volla | Associate member AIGU Campania

## AIGU members

Andrea Filippone | National Coordinator

Chiara Balestri | EDUproject Coordinator

Teresa Pascale | Regional Coordinator AIGU Basilicata

Paolo Menchetti | Regional Coordinator AIGU Toscana

Angela D'Angelo | Associate member AIGU Campania

Valeria Casillo | Associate member AIGU Campania

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Giorgio D'Anna | Associate member AIGU Sicilia

Serena Brenci | Associate member AIGU Umbria

## External experts

Alessia Romeo | Programme lead apprendimenti e inclusione scolastica -

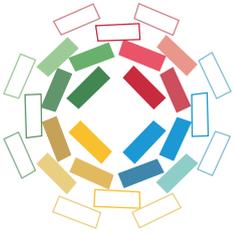
Save the Children Italia

Sonia Cannas | Teacher, musician, activist for Obiettivo scuola

Antonio Giampietro | Teacher e activist at Unione Italiana dei Ciechi e degli

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**keywords**

well-being  
cultural heritage  
involvement  
professionalisation  
economic support  
communication  
digitalisation  
bureaucratic simplification  
artist residencies  
digital divide  
digital legislation

# new deal of *Culture*

The word “culture”, from Latin *cōlĕre* “to cultivate”, bears a deeper meaning, which is the key to our wellbeing.

Being shut down for more than a year now, Culture will require enough foresight and ambition to change its own perceptions and actions. A new narrative for cultural heritage, professionals and tools should be put at its disposal.

Institutions as well as public, local and national administrations must fully embrace this idea, which involves many dimensions, from education to urban regeneration. Most of all, they should pay a special attention to those people who have been dedicating their whole life, both personally and professionally, to Culture.

As a starting point, we will list some proposals as a way to express our concrete belief of a new paradigm, aimed at **understanding, knowing and bringing (back) to light** our greatest treasure, that is Culture.

## **A new stART**

Our responsibility as a community is to **preserve** our cultural heritage, as it is both a legacy of our past and a resource for our future.

This is the reason why our cultural heritage must be safeguarded and secured, **drawing inspiration** from the memorandum of understanding signed by the Italian Government and UNESCO, *Blue Helmets for Culture (2016)*, in order to **create** a national strategy of participation throughout the Italian territory and to engage young professionals in finding concrete job and training opportunities.

This new start shall actively engage the most relevant local communities through an intense participatory process of enhancement, awareness and greater accessibility to cultural heritage, defining its importance for society as a whole (as stated in the *FARO Convention*), and expanding and creating synergies to maximise the impact of Cultural Heritage Protection Units system.



## Cultural W(h)ealth // spread the Culture

Not only does culture produce economic welfare, but it also provides mental and physical wellness, proving to be an inclusive tool that promotes social relations and helps to find new keys to positive interpretations. To this end, it is necessary **to promote and finance** the implementation of multidisciplinary projects aimed at improving **personal** well-being and developing common programs, along with health and social policies, increasingly recognising the cathartic power of culture and leading to the creation of new statistical indicators. These indicators should take into account the cultural life, measure and evaluate the individual and social wealth of a country, thus overcoming the current concept of GDP.

## Culture is not a hobby

Cultural professionalism requires years of specialised study and practical experience. Like any other profession, it should be granted an adequate remuneration that allows one to support oneself with the result of one's work, thus recognising the dignity of the artist and the cultural worker as proper professional figures.

To do so, we propose the **establishment** of a round table, gathering together under-35 workers, and a European forum for young cultural professionals. This aims at assimilating and adapting the policies already in place in other European countries, **facilitating** and **ensuring** permanent **employment** to under-35 cultural professionals and giving concrete economic **support** for the years ahead to those affected by the pandemic crisis.

## Memoirs from memory

The improvement of cataloguing, enhancement and communication processes, that allow to narrate our memories of the past, is the only way for cultural heritage to be preserved and shared. Digital technology can provide a valid supplementary support tool for archives, libraries, depositories and museums, thus fighting the *Cancel Culture*. The pandemic situation has made it necessary to implement digital technology throughout the country, starting with the drafting of a significant cataloguing program that, for example, might extend SI-GECweb to public and private cultural places.

In order to increase overall access to cultural material, it is essential to **invest** in the enhancement of multilingual websites, archives and depositories with Easy to Read access, and to **provide** major discounts on tickets to cultural sites.



### Fluid Culture. From disjointed realities to shared spaces

It is essential **to simplify** and facilitate bureaucracy, to create cultural events and projects and promote the territory, especially when it involves smaller or growing realities: this aims at reaching a wider audience and raising awareness of the most diverse cultural issues. It is of paramount importance **to establish/restore** municipal desks for cultural events, **to create** city round tables on culture that host sectoral stakeholders and apply a meritocratic selection of projects, **to implement** the best-practice of artistic residencies. Those abandoned environments, owned by the public administration, could host cultural projects and could be managed and kept open to the public by artistic communities.

### Digital maturity

Isolated but connected, we are distant to each other in respect of social distancing while technology impacts our lives on all fronts, from the socio-cultural to the work-related one.

Nowadays, digital technology has become a priceless resource for communication and social interaction, but it is not available to everyone. Is there a proper education in digital culture? Do we really know how to interact with this medium in an effective and responsible way?

From the perspective of such daily realities as smart working, distance learning and the resulting issues, we call for **the creation of a new law** regulating the osmotic relationship between the physical and the digital environment, to resolve the *digital divide* across social groups and establish the right to disconnection.



# HOW/WHY

## **Cultural W(h)ealth // spread the Culture**

Based on more than 3,500 studies, the 2019 WHO report showed a close connection between culture and well-being. Artistic fruition has a substantial impact on both the prevention and treatment of diseases such as dementia, diabetes, stroke and cancer. It becomes clear the need to promote more and more cultural projects by establishing collaborations with health and social structures, drawing inspiration from such projects as 'OpenWindow' in Ireland, 'Arts on Prescription' in England and 'Musical Vitamins' at the S. Anna Hospital in Turin.

## **Culture is not a hobby**

At the dawn of the Covid19 era, in spite of an ongoing digital development, 23.9% of Italian households (ISTAT 2019) did not have Internet access from home. At the same time, however, the lack of regulation of online life, that should specify rights and duties, led to the need of curbing phenomena such as cyberbullying or issues related to techno-stress: the risk of burnout from smart working increased by 20% as opposed to pre-lockdown months (Monster 2020 research).



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Le sorelle Caricasole | project #poivorrei

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Daniela Cattaneo Diaz | Creator of events and urban festivals, she contributed to changing the image of many Italian cities, through the implementation of brand new cultural formats

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Associazione Italiana Giovani per l'UNESCO

my  
*City*



**keywords**

culture-led regeneration  
 joint governance  
 dialogue with enterprises and  
 institutions  
 action planning  
 shared database  
 creative network  
 active citizenship  
 synergic process  
 networks of associations  
 local areas  
 cultural accessibility  
 identity  
 action-led communities  
 understanding of the  
 regenerative process

# my City

By the term “Urban Regeneration” we mean a featured process that seeks to connect the territory with its own community, not only through a physical, but also through a social, economic, and environmental re-development. Communities are at the center of the regenerative process, along with a renewed dialogue between different sectors; the result of a gradual and multi-dimensional plan of action, able to engage local realities and build a territorial network that pursues inclusive and sustainable strategies. “Action-led communities” – the *genius loci* – are the essence of this reality. They become a collateral for sustainable and regenerative development by showing their sense of community.

## Culture-led regeneration

“Making city and human settlements inclusive, safe, resilient and sustainable” is one of the goals of the UN 2030 Agenda. Several factors can affect the different contexts of the reality and restore the mutual contaminations between community and space, contributing to the regeneration of areas. **We propose the adoption of a regeneration, culture-led strategy, that gives priority to cultural and creative initiatives, such as artistic events, thematic exhibitions, photographic performances and contests of ideas;** thus reactivating vitality and cultural accessibility inside those territories.

## Shared database

Digitisation is an important factor in the regeneration process. It represents a way of analysing, enlisting, and identifying realities which are already part of a process of territorial regeneration, or eventually will be. **We propose the creation of an online platform, shared among the actors of regeneration – city dwellers and institutions – containing an organised database, divided into areas of expertise.** The objective is to map the status quo and make **a selection of best practices** and actions to be used to start the regeneration process.



## Livability of our cities

Regeneration interventions must be part of a gradual planning, ensuring a proper development of urban and suburban reality. **We support the promotion of practical, adequately planned, interventions, aiming to improve living conditions from a micro to a macro level** (use of common areas, connections and transportations, accessibility to services, use of innovative and sustainable materials, etc.), **to achieve an adequate level of livability of our cities, which also includes the urban reconnection of widespread villages.**

## Support for active citizenship

Being an informed citizen means 'knowing in order to act appropriately'.

Article 118 of the Italian Constitution refers to the "principle of subsidiarity and the concept of active citizenship". Thus the regenerative process starts with situation awareness. **We propose to support active citizenship through the constant updating of synthetic and transparent reports**, made available to local committees or single individuals. Authorities should promote and spur the regenerative processes, by encouraging local communities to take their own initiatives, following a *bottom-up* approach.

## Networks of associations

Associations have a natural disposition to understand social processes and become carriers of ideas and proposals. As promoters of UNESCO values, **we wish to start synergic collaborations with other realities, particularly with juvenile group projects.** Our goal is to feature and promote local initiatives, to activate a virtuous network of communities through a shared plan of activities, events, and training courses.

## Urgent Strategies

Social housing; universal access to safe, inclusive and accessible public green spaces; balance between land use and population growth. These are just some of the crucial elements that can be derived from Goal 11 - Sustainable Cities and Communities - of the UN 2030 Agenda. In a similar spirit, the European Landscape Convention sets the achievement of a zero balance of land consumption by 2050 as primary goal. An innovative and concrete strategy to achieve these goals is urgently needed. **We urge every actor of the society (legislators, institutions, enterprises, organisations) to propose a collaborative action in this direction.**



## **EDUcating for regeneration**

For years we have been promoting the EDU project, a learning course that aims at spreading UNESCO values in schools – education, communication, science and culture.

**We offer to expand and enrich the EDU project by introducing learning initiatives on civic education and urban regeneration, starting from the needs of local realities.**

As a result, students and teenagers will become active protagonists of a process of transformation of their own city and territory.



# HOW/WHY

## **Culture-led regeneration**

During our roundtables, we met with *Farm Cultural Park* of Favara (AG), *Badia Lost & Found* of Lentini (SR), *Borgo Universo* of Aielli (AQ), three Italian local realities that have shown us how to generate virtuous, sustainable, and inclusive paths, through the collaboration between public and private institutions. By examining these practices it is possible to understand how culture-led urban regeneration can produce welfare and create a creative national network.

## **Urgent strategies**

To give an example, the last available ISPRA report on soil consumption in Italy (2020) reveals that the current trend stands widely far from the objectives of 2030 and 2050. AIGU calls for the adoption of regulations that encourage the dialogue between experts and citizens, look at the possibilities offered by open knowledge (i.e. sensors and open software), specify the objectives of the UN 2030 Agenda within the Italian Path for Transversal Competencies and Orientation (PCTO).



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